Country Profile

The Republic of Kenya

Kenya, according to a report from the American University Fieldstaff, is "an aggressive, entrepreneurial nation that is extremely serious about economic success." But the country's rapid population growth poses serious problems.

Kenya's population grew fully 41 percent between the censuses of 1969 and 1979, and its growth rate is increasing. Kenya's 1982 birthrate—53 births per 1,000 population was the highest in the world. According to the U.S. Census Bureau, Kenya's population was 17.1 million in 1981, growing at a rate of 4.1 percent annually. At this rate population will double in less than 18 years.

While population grows rapidly, the wildlife for which Kenya is famous dwindles almost as quickly. Certain species of elephants and rhinoceroses that used to be prolific 20 years ago are now near extinction. Part of the problem is poaching from game reserves. The prices paid for ivory, up to $24 per pound, and rhino horns that are used in Asian folk medicines, $687 per *ounce*, are more money than most villagers earn in a year. The World Bank reported Kenya's projected GNP per capita at $420 for 1980, higher than all five of its neighbors except Sudan.

The fate of wildlife is important to Kenya's economy. Tourism is the largest source of income after coffee exports, and visitors to national parks brought in about $218 million in 1980. The 17 national parks and historic sites attracted over 500,000 visitors in 1979. Museums and snake parks registered over 400,000 visitors. Twenty-six thousand Americans were among them.

Ethnicity

Kenya, which became independent from Great Britain in 1963, elects its president and members of a National Assembly. The country has tried to unify the 38 major tribes politically while maintaining ethnic and cultural diversity. The Swahili word "Harambee"—let us all pull together—has been adopted as the national motto.

The largest tribe, the Kikuyu, 3.2 million, and the Luhya, 2.1 million, are sub-groups of the Bantu tribe, which is the identity of the majority of Kenyans. The Masai, once a formidible warrior group, totalled only 241,000 in 1979 and are now nomadic cattle herders.

Virtually all of the country's permanent residents are native Kenyan. About one percent consist of other Africans, Asians, Europeans, Arabs and others. The number of expatriate residents has declined since independence—from 270,000 in 1962 to only 8,000 in 1979.

Regions and Cities

About 90 percent of Kenya's population lives in rural areas. In Kenya, an urban area is defined as one with more than 2,000 inhabitants. The capital, Nairobi, has 850,000 people, and the next largest city, Mombasa, 400,000 residents. There are only two other cities with over 100,000—Visumu and Nakuru. In addition, Machakoo, Meru, Kisumu, Eldoret, and Thika each had between 40,000 and 100,000 residents in 1979, and served as trade centers for the rest of the country.

Nairobi has become the commercial hub of East Africa because it is centrally located at the edge of prosperous agricultural settlements in the Kenya Highlands and is a focal point of regional transportation and communications. The city is also an industrial center, producing vegetable oils, pyrethrum extracts, and processed coffee for export.

Mombasa is the leading port and major distribution center of Kenya. Some of the largest import-export firms are located there.

Nakuru and Eldoret developed principally as trading centers for affluent Europeans. They are now the home for large-scale commercial organizations, such as Kenya Farmers Association, which distributes agricultural machinery, fertilizers, and supplies. Agricultural chemicals were the principal U.S. export to Kenya in 1980.

Kenya has seven provinces and 40 districts (excluding Nairobi). The largest province is the Rift Valley, with 3.2 million inhabitants in 1979.

There are 13 districts in the Rift Valley, the largest being Kericho with 633,000 residents. The province with the smallest population is the North Eastern province, with only 374,000 people.

The Kenyan Central Bureau of Statistics warns that it is misleading to compare 1979 provincial data with earlier census figures because the completeness of census coverage differs. There were also changes in boundaries among provinces, districts, and urban centers between 1969 and 1979.

Age Distribution

Because of Kenya's high fertility, the country has many young people. Forty-seven percent of the population is under age 15, twice as high a proportion as in the U.S. Schools, health services, and the economy will be faced with tremendous pressures from these youth. Only about 3 percent of the Kenyan population was aged 65 or over in 1979, compared with over 11 percent in the U.S.

The Kenyan Central Bureau of Statistics warns that all vital statistics are subject to underestimation. Registration of births and deaths is compulsory, but complete coverage has not yet been achieved. Increases in birth and death rates are partly due to improved coverage.

Immigration does not play a significant role in Kenya's population growth. According to available records, immigrants to Kenya have fluctuated over the past decade, peaking at over 300,000 in 1971 and declining to a mere 70 in 1979. The number of people leaving the country has also fluctuated, although not as much. Approximately 15,000 Kenyans left the country in 1971; the number peaked at 30,000 in 1976, and declined again to its lowest rate of 3,400 in 1979. Fully a third of all emigrants went to Great Britain.

Rules on reporting immigration and emigration change from year to year and the fluctuations may, in part, reflect these rule changes.

Urban Housing

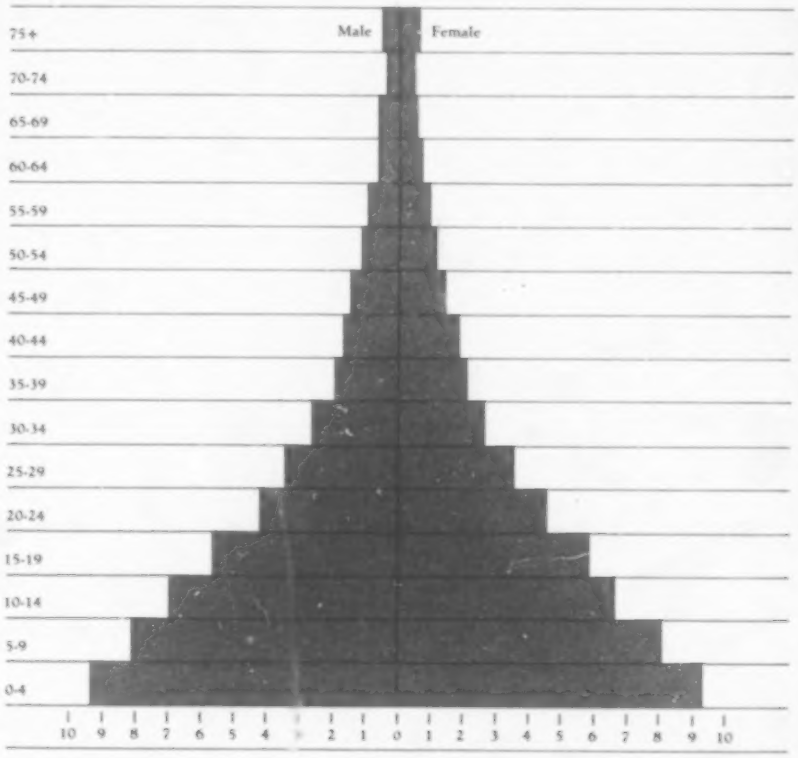
A 1979 survey of the nine largest urban centers reported 285,000 privately owned and 60,000 publicly owned dwelling units. A dwelling unit was defined as a place of residence for a family, individual, or group of persons eating together and sharing expenses for common provisions. Dwelling units can range in size from one room to a large, single-family home.

Twenty-three percent of privately owned units were in "peri-urban" areas, and were mainly shanties. Privately owned urban units accommodated 1.2 million persons in 1979, 250,000 of whom were living in shanties. Poor building materials and a lack of sanitation, water, and electricity characterize the shanties. Household size averages about four people per household, and varies only slightly according to housing type.

continued

Kenya, Population by Age and Sex, 1979

(in percent)



Age	*Total*	*Male*	*Female*
All ages	15,327,000	7,607,100	7,719,900
0-4	2,843,400	1,422,000	1,421,400
5-9	2,491,700	1,247,000	1,244,749
10-14	2,074,700	1,050,900	1,023,800
15-19	1,741,800	854,100	887,700
20-24	1,327,400	641,400	686,000
25-29	1,055,800	514,500	541,300
30-34	818,100	405,400	412,700
35-39	615,600	290,200	325,400
40-44	535,200	261,500	273,700
45-49	440,900	218,900	222,000
50-54	373,900	182,900	191,000
55-59	275,300	140,800	134,500
60-64	217,200	107,700	109,500
65-69	183,200	100,000	83,200
70-74	128,900	66,400	62,500
75+*	203,900	103,400	100,500

**Includes about 30,000 age not specified.*

Publicly owned dwellings accounted for 17 percent of the urban housing stock. Average monthly rent was the equivalent of $26 in public units, compared with $62 in privately owned units, a statistic that indicates the extent to which the national government, local authorities, and public corporations subsidize housing.

Residents of Nairobi pay the highest rents, $18 per month for a one-room unit in 1979, compared with $14 in Mombasa, Kisumu, and Nakuru for a one-room apartment. Residents of five-or-more roomed units paid $680 in Nairobi and an average of $177 in the other three cities.

The government's development plan for 1979-1983 calls for continued subsidies for low-cost urban housing. Traditional residential houses are projected to grow at 3.5 percent per year, while building activity is expected to spread outward from the major urban centers during the 1980s.

The Central Bureau of Statistics reported 2,400 new residential units in the eleven main towns in 1979. Ninety-five percent of those were completed for private ownership. In Nairobi, where most of the new building took place, over one-half of all new dwellings consisted of five or more rooms, excluding kitchen and bathrooms.

Public Health

The Kenyan Ministry of Health has adopted an integrated rural health plan aimed at "health for all Kenyans by the year 2000." This program is establishing community-based health activity projects to give individuals greater responsibilty for health problems.

Health services are improving through additional physical facilities, personnel, and education in personal hygiene. The number of hospital beds per 1,000 population rose from 166 in 1978 to 176 in 1979. However, the population is growing so rapidly that health services will have to grow even faster than this.

Kenyatta National Hospital in Nairobi recently expanded, and new district hospitals in Makueni, Nyamira, and Iten are in various stages of completion. Construction is scheduled to begin on ten more hospitals in the early 1980s in regional towns.

Literacy and Education

English and Swahili are the two main languages of Kenya. Like some other African countries, Kenya has a low level of literacy. Although there are no current estimates, probably fewer than 50 percent of Kenyans are literate in English or Swahili. Approximately 50 percent of the population have no formal schooling. Forty percent have a primary education,

KENYA AT A CROSSROADS

Kenya is a country of great potential. It has a vigorous economy, a literate, relatively well-educated population, and a record of development accomplishment that few other African countries can approach. But Kenya is at a crossroads. Continuing on the path of stability, freedom and increasing prosperity that marked the country's post-independence experience under President Jomo Kenyatta will require extraordinary leadership with enlightened management of the economy.

Jomo Kenyatta enjoyed the unquestioning support of a strong segment of the population. President Daniel arap Moi faces a different, and in many ways, more difficult situation. Income disparities between rich and poor are increasingly obvious. Common men struggle to obtain enough land to support their families at a subsistence level while wealthy politicians often own large farms where machinery displaces peasant labor thus aggravating the problem.

The government encourages stability by discouraging dissent. When the constitution was recently amended to make Kenya a one-party state, university faculty who questioned the amendment were detained by police. On August 1, a group of Air Force officers and recruits tried to seize control of the government. The coup attempt failed, but the experience shook the nation badly.

With time, the physical damage of looting and rioting can be repaired, but the more difficult task is to address the underlying domestic problems Kenya faces as a maturing nation and rebuild confidence with the international business community.

Among the problems is rapid population growth. Less than one fifth of Kenya's land is suitable for intensive agriculture. Already this resource is reaching saturation. Opportunities for agricultural expansion have been exploited, but growth in food production is falling behind population growth. As a result, the country relies increasingly on food imports to sustain the standard of living.

In the late 1970s, soaring world prices for tea and coffee, important export products, made people optimistic. The more recent decline in prices, however, has put Kenya in an awkward balance-of-payment position. Development plans made only a few years ago now appear financially infeasible. The guidelines for the next five years, 1983 to 1988, stress conservative fiscal policy and the need to live within constraints on foreign exchange and domestic resources.

The government is interested in improving agricultural production, particularly in arid and semi-arid areas. It will emphasize technologies that increase the number of productive employment opportunites for unskilled labor while conserving capital, especially foreign exchange. Public works will emphasize small-scale local projects (village water systems, roads, small bridges). The private sector can be expected to play a vigorous role in manufacturing and commerical activities. Demand for consumer goods will be strong, but foreign exchange shortages may constrain imports. Prudent businesses will monitor carefully the path Kenya takes as it addresses the problems lying ahead.

—This piece was contributed by an American living in Kenya

and 8 percent have a secondary or higher education—10 percent of men and 5 percent of women.

There were 9,600 primary schools and 1,700 secondary schools in Kenya in 1979. Primary schools consist of grades 1 through 7, called standards, for which no tuition is charged. Parent associations exist for each primary school in the country, and are responsible for the construction of school building, furnishings, and funds for extracurricular activities.

Secondary schools consist of forms 1 through 6 and are of three types: those "maintained" by the government through grants and the provision of teachers; those "assisted" by some government subsidy; and those which are "unaided" by the government.

About 90 percent of children aged 6 to 12 were enrolled in primary schools in 1979, up 10 percentage points since 1978. The numbers of primary teachers and classrooms has not grown as rapidly as the number of students, creating pressures on current facilities in some districts.

Enrollment in secondary schools was 300,000 in 1979, approximately 50 percent of whom were girls. Enrollment in secondary schools has not increased as rapidly as in primary schools.

The University of Nairobi and its associated Kenyatta University College are the two institutions of higher learning. Over 8,000 students were enrolled in 1979-80 in the two schools, about one-quarter of whom were women. Several hundred of these students were from other countries.

The Educational Media Service produces radio programs with supplementary printed materials to aid primary and secondary school students and teachers. Programs for teachers are aimed at improving modern math and language skills.

The Labor Force

Traditional concepts of employment and labor force participation are inapplicable in countries like Kenya, which are still largely rural. How do you classify an occupation like "laibon," a spiritual leader of the Nandi and Masai tribes whose authority is based on mystical powers?

Candace Blanton

About two-thirds of all Kenyans in 1979 worked on farms and were not part of the modern sector economy. Only 12 percent of the population aged 15 and over were employed in wage labor, approximately one million people, up from 691,000 in 1971. The public sector accounted for 44 percent of all jobs.

One-quarter of all wage earners were employed in the agricultural and forestry industry in 1979, and almost half of those jobs were on coffee or tea plantations. Thirty-six percent of earners worked in community, social, and personal services, three-quarters of which were public sector jobs. Manufacturing employed 14 percent of all earners in 1979, and construction, wholesale and retail trade, and transportation and communication each accounted for approximately 6 percent of employment. Mining, electricity and water, and financial services accounted for the remaining 5 percent of the modern sector economy.

Construction, the fastest growing industry between 1975 and 1979, grew 51 percent. Financial services, including insurance, real estate, and business services, grew 48 percent, and manufacturing grew 37 percent. Mining and quarrying were the only industry sectors which experienced a decline, 26 percent.

Almost one-half of all wage employment is located in the major towns, defined as towns with 1,000 or more persons employed since 1972. Among all towns, Nairobi accounted for one-half of all wage employment in 1979. After Nairobi the province with the highest number of paid employees was the Coast, containing Mombasa's 234,000 workers. The province with the smallest number of employed persons was the North Eastern province with only 5,000 paid workers in 1979.

Income

It is difficult to assess income in the rural sector, where there is often no cash economy. The Masai, for example, measure their wealth by the size of their cattle herds. In the modern sector, however, where it is possible to quantify wealth more specifically, the 1981 Yearbook of Labour Statistics (International Labour Office, Geneva) reports the following equivalent earnings per month in 1979 for Kenyans: non-agricultural activities, $159, manufacturing $148; mining and quarrying, $138; construction, $133; transportation and communications, $219; and agriculture, including wages and room and board, $56.

Transportation and Communication

Kenya has over 50,000 kilometers of established roads, only one-tenth of which are paved. There were about 200,000 motor vehicles in 1975, the latest reliable statistics, approximately 40 percent of which were private cars, 30 percent pick-ups, 10 percent heavy trucks, and 2 percent buses and minibuses. Kenyans traditionally drive on the left side of the road, but with the construction of the Mombasa-Lagos Trans African and the Cairo-Gaberone Trans East African Highways, Kenya will be linked with countries which use right-hand driving. The Kenyan

government has decided to conform to the right-handed practice and is conducting a survey to determine the safest way to achieve the switch.

The Kenya Railways Corporation operates over 2,440 miles of railroads, half of this is the mainline between Mombasa and the Ugandan border. Air travel and air freight are well developed, with major airports at Mombasa and Nairobi. Towns such as Kisuma and Malindi have airports, and there are many "bush" airstrips throughout the country.

There are two daily newspapers in English (*Daily Nation* and *Standard*) and one in Swahili (*Taifa Leo*). There are three weekly newspapers: *Sunday Nation*, *Sunday Standard*, and *Coast Week*. Kenya also has two weekly periodicals, *The Weekly Periodical* and *What's On*, a free guide to current events published by the National Group of Newspapers.

Circulation of daily papers was 151,000 in English and 54,000 in Swahili in 1979. English weeklies had a circulation of 150,000, and Swahili weeklies of 97,000. Circulation of both English and Swahili dailies increased by 15 percent between 1978 and 1979, but circulation of the English weeklies increased by an even greater 58 percent, compared with only 9 percent for Swahili weeklies.

The number of radios bought by Kenyans rose from 131,000 in 1978 to 160,000 in 1979, an increase of 22 percent. In contrast, the number of new televisions purchased declined from 7,300 to 7,100. Estimates are that there were 1.7 million radios and 70,000 televisions in Kenya in 1979.

Sources of Information

The Kenyan government has released only limited information from the 1979 census. These statistics can be found in the *1980 Statistical Abstract*, published in English by the Central Bureau of Statistics, Ministry of Economic Planning and Development, Nairobi, Kenya for Sh.70 (about $10). The abstract contains detailed information on external trade, industrial production, financial statistics, and tourism. It also contains results from the 1974-75 Integrated Rural Survey.

The *1980 Economic Survey* is published by the same office and sells for Sh.40 (about $6). This volume reviews economic trends and projections, external trade and public finance, energy consumption patterns, and transportation and communication.

The Minister of Economic Planning and Community Affairs has published the fourth in a series of economic development plans titled *Development Plan for the Period 1979 to 1983, Parts I and II*. Part I costs Sh.50 (about $7) and Part II costs Sh.40 (about $6). Both can be ordered from the Government Printer in Nairobi. These are policy-oriented and list the budgets assigned for each Ministry in the government during the stated plan period. As such they include a combination of existing data and projections.

The U.S. Census Bureau published a Coutry Demographic Profile of Kenya in 1978 (ISDP-DP-11), U.S. Government Printing Office, Washington, DC 20402. The profile is based on results from the 1969 census, with a few projections past the early 1970s. Patricia Rowe is the contact person, telephone (301) 763-2834.

The U.S. Department of Commerce's International Trade Administration has two recent publications in Kenya. "Foreign Economic Trends and their Implications for the U.S." (FET-82-011) on Kenya was released in February, 1982, and can be obtained for $1.50 from the Publications Sales Branch, Room 1617, U.S. Department of Commerce, Washington, DC 20230. An Overseas Business Report titled "Marketing in Kenya" (OBR 82-09) was released in May, 1982, and is available from the same address. •

—Daphne Spain

Foreign Advisor /*con't from p. 3*

attitude that whatever will happen tomorrow, somehow something good can come from it.

Personnel or administrative experience is helpful, and an advisor should be a good communicator. This ought to go without saying, but it does need saying for there are many advisors who cannot talk or write well enough to get across to local staff the benefits of the hard earned experience they have acquired elsewhere.

Being a good letter-writer helps. Headquarters always wants to know what is going on, and a skilled advisor learns how to tell the details of what is happening without giving the impression that every day is a crisis.

Language skills may be needed or not, depending on the country. In countries speaking little-known tongues, the local staff is flattered if their foreign advisor tries to learn their language, but unless he is an exceptionally quick learner, simple phrases are about as much as he can justify the time to acquire. For example, in Morocco it was clear that the time spent by American advisors in improving their French yielded on-the-job benefits; but in Thailand there was little occupational benefit.

The ability to handle frustration, a requisite for effective performance on many U.S. jobs today, is even more important for overseas advisors. The work situation usually is little amenable to control by a foreigner. Having scapegoats in two countries is dubious compensation.

Finally, a sense of institution-building is invaluable. After the advisor is gone, there should be left a sufficient repository of knowledge and professional habits to keep the organization going. To build a dam in Africa is desirable, but even more so is to train Africans to build it—and thereafter, as many more as they see fit.

An advisor normally is working in a foreign country as a technical expert because the country or firm does not have someone with the advisor's particular competence. A foreign advisor's primary function, therefore, is to develop the local organization's personnel and capabilities to the level that it can get along by itself, without an outside advisor. Thus, the ultimate goal is to become obsolete. •

—Ralph Thomlinson

The author, who has served as an advisor overseas, is a professor of sociology at California State University at Los Angeles. This article is excerpted from one which first appeared in International Review of Administrative Sciences, Vol. XLI, No. 4.

Census Update

Liberia

Like its neighbors in Africa, Liberia's population has more than doubled in the past 30 years—from an estimated 824,000 persons in 1950 to an estimated 2 million people in 1981.

Liberia has a young population and will have for many years. Today, about 45 percent of its people are under age 15. Women of childbearing age are expected to increase from an estimated 353,000 in 1974 to a projected 577,000 in 1990. Even if the fertility rate is reduced, rapid population growth will continue.

In the last 10 years, estimates of Liberia's total fertility rate—the average number of children a woman will have if she follows age-specific fertility rates for a given year—have ranged from 2.8 to 6.0. However, according to the U.S. Census Bureau, the total fertility rates are greatly underestimated. Because Liberia has a strong family planning program, fertility rates are likely to fall.

Liberia has only one urban center, the capital, Monrovia, with an estimated population of more than 100,000. The next largest cities have only about 20,000 people.

The most up-to-date information available about Liberia (based on the 1974 census and recent estimates) comes from the March 1982 U.S. Bureau of the Census country demographic profile, which can be ordered from Data User Servies Division, Customer Services (Publications), Bureau of the Census, Washington, DC 20233. $3.25 per copy.

Canada

Statistics Canada has recently released several population-related reports of interest to business.

Income Distribution by Size in Canada, 1980 (13-207, $9.60) provides estimates from the annual Survey of Consumer Finances. It shows that average family income (total money income before taxes and deductions) rose to $27,398 in 1980 from $24,245 in 1979, an increase of 13 percent. Statistics Canada reports that most of the increase was wiped out by inflation. In terms of real purchasing power, income increased by about 3 percent. For more information, call the Data Dissemination Unit, (613) 996-5294.

Two reference maps from the 1981 Canadian census enable users to relate census data to their corresponding geographic areas. Census Metropolitan Areas and Census Agglomerations (99-906, $9.50) show boundaries and component parts of all 24 census metropolitan areas and 88 census agglomerations.

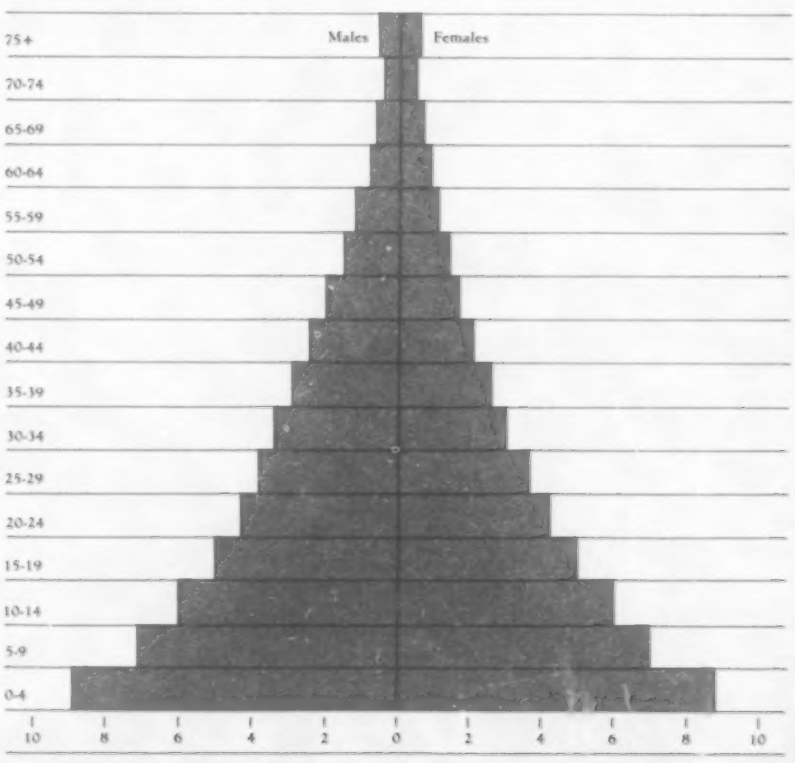
Census Divisions and Subdivisions (99-907, $7.50) contains a series of reference maps in three colors showing the boundaries of census divisions, subdivisions (municipalities) and consolidated subdivisions for each province.

A new set of tabulations from the monthly Labour Force Survey shows that on average in 1981 both husband and wife were employed full-time in 1.7 million families. (31 percent of all married couple families), and nearly half of women with children under age three were in the labor force. These and other findings are reported in the May issue of *The Labour Force* (71-001, $3.50 single issue, $35 annually).

The Geographic distributions of populations in specific provinces based on the 1981 census are beginning to be released. Now available are Yukon (93-911, $4.80); Prince Edward Island (93-902, $6.60); Nova Scotia (93-903, $6.60); New Brunswick (93-904, $5.50); Ontario (93-906, $9); Manitoba (93-907, $6.60); Alberta, (93-909, $6.60); and British Columbia (93-910, $6.60).

The 1981 Census of Agriculture has also been released. It found that the number of farms and total farm acreage in Canada decreased during the 1970s, but that the amount of

Liberia: Estimated Population by Age and Sex, 1981



improved land increased and is farmed more intensively than ever.

Average farm size increased from 499 acres in 1976 to 511 acres in 1981. The median age of farmers has declined from about 49 in 1971 to 47 in 1981, and more farmers are working away from the farms. Eighty-seven percent of Canadian farms are still being operated by individuals and their families. These farms account for 65 percent of sales. For more information, contact Ross Grenier (613) 995-0772.

Order all publications from: Publication Sales and Services, Room 1710, Main Building, Statistics Canada, Ottawa K1A OV7, Canada. Include the title of report, reference month, quarter or year, and the publication number. Checks should be made payable to Receiver General for Canada.

New Zealand

New Zealand's 1981 census counted exactly 3,175,737 people, an increase of 1.5 percent over the 1976 census figure, according to a report in the May, 1982 *Asian and Pacific Census Forum*.

Based on a random sample of 10 percent of the households, the Department of Statistics reports that the birth rate continued to fall and that New Zealand has had a net loss of children under age 15, as a result of emigration.

New Zealand's population is aging. The pre-school and school-age populations declined from 30 percent of the population in 1976 to only 27 percent in 1981. During the same five years, the working-age population (15 to 59 years) increased by about 2 percent to 59 percent.

Native New Zealanders are gaining in proportion to immigrants. Eighty-five percent of those counted were born in New Zealand. Fewer people are coming from England, Ireland, and Australia, while more are immigrating from the Pacific Islands (Western Somoa, Cook Islands, Tonga, Niue, Tokelau, and Fiji).

More detailed information on the New Zealand census is available by obtaining a catalogue of publications from: Government Printing Office, Private Bag, Wellington, New Zealand. •

Sources
International Private Data Companies

Firms that provide demographic data depend on the computer, and the private data industry extends only about as far as computers hold sway. A few companies in the United States can provide computerized data for other countries where computerization has taken hold. This column introduces those of which we are aware. International Demographics will continue to look for international private data companies and to provide more detail about their services and those of the firms mentioned below.

CACI

The Market Analysis Division of CACI can use census data to target in countries where small-area data is available in computerized form.

Many U.S. companies are already familiar with some of CACI's tools: DORIS, SITE, and ACORN. DORIS finds geographic areas with selected demographic characteristics; SITE uncovers the demographics of a population living within a given distance of a set of geographic coordinates, and ACORN types neighborhoods according to population characteristics. ACORN was developed in England.

CACI has 34 offices in nine countries—Great Britain, Bermuda, Ireland, West Germany, Sweden, The Netherlands, Belgium, Canada, and the United States. Its principal foreign office is in London, and U.S. clients can access its foreign data base online with a U.S. telephone call. (George Moore, CACI, 1815 N. Fort Myer Drive, Arlington, VA 22209: (703) 841-7807.)

The Futures Group

The Futures Group sells a reference tool called GLOBESCAN designed to give business planners information when they are contemplating buying a plant or selling a product abroad. This two-volume compendium brings together demographic and economic statistics for 140 countries, including all those with a population of at least one million.

GLOBESCAN also contains projections of population by age, sex, and urban/rural residence, household size, and per capita income, as well as other economic variables. The most recent version will be available soon, but has not yet been priced. The previous version, which included a computer disc of the data and a model for making new projections, cost $395.

Much of the information The Futures Group uses for its demographic projections was developed by its staff as part of a project funded by the Agency for International Development. The project—called RAPID, for Resources for the Awareness of Population Impact on Development—has sent Futures Group staffers into more than 20 countries in the last five years. The data they have gathered allows them to project how population growth will affect agriculture, education, health, labor force participation, and urbanization.

The firm's consulting projects range from answering such questions as "What is the market for watches in Argentina?" to advising multinationals on products to abandon or develop, or countries in which to operate. (John Stover, The Futures Group, 76 Eastern Boulevard, Glastonbury, CT 06033: (203) 633-3501.)

SRI International

SRI International is a consulting firm with offices around the world. Its International, Management, and Economics Group has a Decision Anaysis Department that assesses economic and political information

relevant to a client's overseas business activities.

"Let's say a U.S. firm wants to produce Barbie dolls overseas," says SRI's Syed Z. Shariq. "It might be thinking of going to Sri Lanka because labor is cheap there, but it will need to know whether the skills its production requires are available, and it will need to know about local regulations—say that employers must meet employment quotas for ethnic groups—that might affect its decision." SRI provides the demographic, economic, and political information as well as the process that helps corporations evaluate their overseas options.

The international group's studies of demographic and macroeconomic conditions are complemented by SRI's World Business Division, which monitors conditions in individual countries or regions. This group develops forecasts for up to 20 years ahead. It also has a Business Intelligence Program, which scans publications around the world and issues research reports describing market trends and economic and technological changes. (Syed Z. Shariq, Decision Analysis Department, SRI International, 333 Ravenswood Avenue, Menlo Park, CA 94025; (415) 326-6200. In the East, Harvey Kushner, Director, SRI-New York, 360 Lexington Avenue, New York, NY 10017; (212) 599-5854.)

Business International Corporation

Business International Corporation's online data base BI/DATA, available through DIALOG, General Electric, and I.P. Sharp timesharing networks, has demographic, economic, and labor data for 131 countries, including forecasts for many of them. Much of the same information appears in printed form in Worldwide Economic Indicators, which costs $180 for the 1982 edition.

BI also publishes annual compensation surveys for Europe, Latin America, and Asia, and a semiannual worldwide survey of executive living costs. Its research services include site location studies, product positioning studies, and strategies for firms undertaking their first international venture. (Peter G. Mikelson, Manager of Database Services, Business International Corporation, One Dag Hammarskjold Plaza, New York, NY 10017; (212) 750-6400.)

Predicasts

Predicasts produces several data bases for international business use. PTS Worldcasts, available on line (through DIALOG and BRS information retreival systems) or in 8 printed volumes has abstracts of forecasts to 1995 of about 50 economic and demographic variables for 52 of this country's most important trading partners. Outlook summaries for each country cover product consumption and production as well as economic and demographic variables. In a similar format, Predicasts' European Time Series Service features detailed demographic and economic data for more than 35 countries, 1970 to the present.

The data are collected from international agencies and specialized subject sources. Predicasts computes annual growth rates, and tries to make it easy to retrieve the information by adopting standardized terminology and coding.

Buyers can purchase the Worldcast series for $1,200. It appears 8 times a year. Regional or product editions appear four times a year, $1,800. Single editions are $800. The European Time Series Service—six regional editions a year—costs $1,200.

Predicasts' Worldwide series of research studies includes the World Economic Outlook, an analysis of broad country demographics and basic economic indicators for countries and regions. This report is revised and updated every other year. Other reports in the series analyze specific markets, such as food, health care, and appliances.

Fern Pomerantz, Predicasts' vice president for marketing services, says the value of these reports, which cost $900 each, is that the data are adjusted to add up to the world market. "We put the figures on a comparable basis, so businesses can look at what is happening country by country and see where the best marketing opportunities lie." (Fern Pomerantz, Predicasts, 11001 Cedar Avenue, Cleveland, OH 44106; (216) 795-3000.)

Research Publications, Inc.

Research Publications, Inc. sells microfilms of census data from around the world. The firm gets the data from the Population Research Center of the University of Texas, which has obtained more than 80 percent of all the foreign censuses ever taken. This roundabout means of acquisition means that data gathered by the latest wave of censuses are not yet available, but data from previous censuses are. Buyers can subscribe to the ongoing census program, receiving new censuses as they are acquired, or they can buy individual reels for particular countries or years at $45 a reel. (Chai Moldenhaur, Research Publications, Inc., 12 Lunar Drive, Drawer AB, Woodbridge, CT 06525; (203) 397-2600.)

Research International

Research International is a London-based market research firm with offices in 31 countries. It conducts tests, measures audiences, and interviews key people in just about any country to determine whether there is a market for a product and what the characteristics of that market are. Usually companies come to Research International once they decide on the country or countries they are interested in, but the firm will also survey a particular region to study the market for a particular product.

David Pring, director of Research International's U.S. office says his firm has developed a knowledge of basic demographics in the countries it works in to make sure its studies include the right population mix. Country-wide demographics may be hard to get, but they are rarely relevant. Reliable urban demographics are easier to obtain or estimate. For most products exported from the United States, Pring says, the urban market is what counts. (David Pring, Research International, New York, Suite 1111, 509 Madison Avenue, New York, NY 10022; (212) 752-3881.) •

—Martha Farnsworth Riche

Supercities

For two decades, from 1950 to 1970, the New York/New Jersey consolidated area ranked first in population size in the world. But by 1975, it was overtaken by Tokyo/Yokohama. The United Nations estimates that Tokyo and the surrounding area will hold the top spot only until between 1990 and 1995 when Mexico City and its environs will move into first place.

When Mexico City overtakes Tokyo/Yokohama, it will have twice the population that the New York City area did in 1950, and by 1995, the New York City area will rank only sixth in size, according to the United Nation projections. Mexico City is expected to hold the lead in population size through 2025, the most distant year projected by the United Nations.

The 1950 list of the top 25 "agglomerations" carried six names that had completely disappeared by 1980—Philadelphia/N.J., Detroit, Naples, Leningrad, Manchester and Birmingham.

Eighteen years from now, in the year 2000, the U.N. projects that Karachi, Baghdad, Istanbul, Manila, Dacca, and Bangkok will be on the list, bumping London, Rhein/Ruhr, Moscow, Chicago/N.W. Indiana, Milan and Tianjin.

The United Nations projections are, of course, just that, based on current population growth rates, rates of urbanization, and past trends. Because no urban areas have ever before reached the sizes being projected for 1990 and beyond, no one knows for sure what will happen—it is possible that there is a maximum size that humanity will tolerate and that once it is reached, a decline in population will set in.

World's Twenty-Five Largest Agglomerations, Ranked By Size And Population In Millions

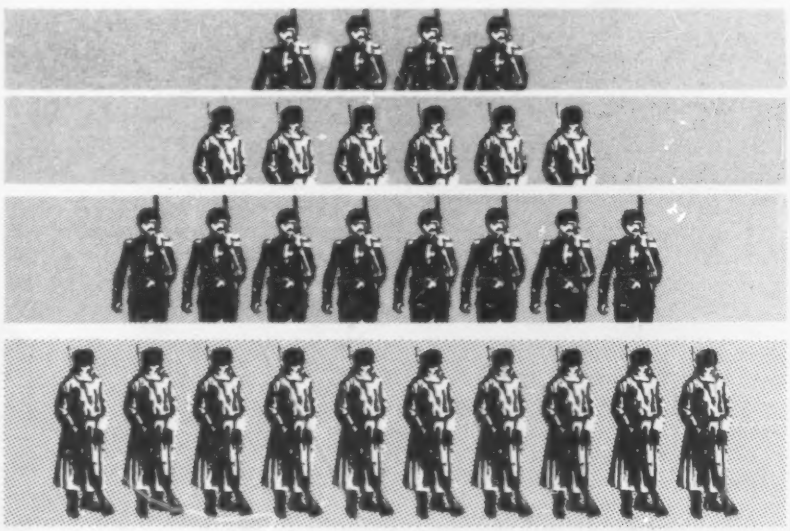
Rank	1950		1980		1990	
1	NEW YORK/N.E.N.J.	12.4	TOKYO/YOKOHAMA	20.0	TOKYO/YOKOHAMA	23.0
2	LONDON	10.4	NEW YORK/N.E.N.J.	17.7	MEXICO CITY	21.8
3	RHEIN/RUHR	6.9	MEXICO CITY	15.1	SHANGHAI	20.1
4	TOKYO/YOKOHAMA	6.7	SHANGHAI	15.0	NEW YORK/N.E.N.J.	18.8
5	SHANGHAI	5.8	SAO PAULO	12.6	SAO PAULO	17.5
6	PARIS	5.5	BEIJING (PEKING)	12.0	BEIJING (PEKING)	17.4
7	GREATER BUENOS AIRES	5.3	LOS ANGELES/LONG BEA	10.1	GREATER BOMBAY	11.8
8	CHICAGO/N.W. INDIANA	5.0	GREATER BUENOS AIRES	10.1	RIO DE JANEIRO	11.7
9	MOSCOW	4.8	LONDON	10.0	CALCUTTA	11.7
10	CALCUTTA	4.7	PARIS	9.7	SEOUL	11.6
11	LOS ANGELES/LONG BEA	4.1	OSAKA/KOBE	9.5	LOS ANGELES/LONG BEA	11.5
12	OSAKA/KOBE	3.8	RHEIN/RUHR	9.2	GREATER BUENOS AIRES	11.5
13	MILAN	3.6	RIO DE JANEIRO	9.2	OSAKA/KOBE	10.5
14	RIO DE JANEIRO	3.4	CALCUTTA	8.9	PARIS	10.4
15	GREATER BOMBAY	3.0	SEOUL	8.6	JAKARTA	10.3
16	MEXICO CITY	3.0	GREATER BOMBAY	8.4	CAIRO/GIZA/IMBABA	9.8
17	PHILADELPHIA/N.J.	3.0	MOSCOW	8.1	LONDON	9.5
18	DETROIT (MICH.)	2.8	CAIRO/GIZA/IMBABA	7.3	MOSCOW	9.2
19	NAPLES	2.8	CHICAGO/N.W.INDIANA	7.2	RHEIN/RUHR	9.0
20	SAO PAULO	2.7	JAKARTA	7.0	MADRAS	8.6
21	LENINGRAD	2.6	MILAN	6.7	TEHERAN	8.2
22	MANCHESTER	2.5	DELHI	5.5	ISTANBUL	8.2
23	BIRMINGHAM	2.5	MADRAS	5.5	BAGHDAD	8.1
24	CAIRO/GIZA/IMBABA	2.5	TEHERAN	5.4	DELHI	7.9
25	TIANJIN	2.4	TIANJIN	5.4	KARACHI	7.9
Rank	**2000**		**2010**		**2025**	
1	MEXICO CITY	27.6	MEXICO CITY	32.1	MEXICO CITY	36.7
2	SHANGHAI	25.9	SHANGHAI	31.0	SHANGHAI	36.1
3	TOKYO/YOKOHAMA	23.8	BEIJING (PEKING)	27.3	BEIJING (PEKING)	31.9
4	BEIJING (PEKING)	22.8	SAO PAULO	24.9	SAO PAULO	29.6
5	SAO PAULO	21.5	TOKYO/YOKOHAMA	23.0	GREATER BOMBAY	27.0
6	NEW YORK/N.E.N.J.	19.5	GREATER BOMBAY	21.0	CALCUTTA	26.4
7	GREATER BOMBAY	16.3	CALCUTTA	20.5	JAKARTA	23.6
8	CALCUTTA	15.9	NEW YORK/N.E.N.J.	19.9	DACCA	23.5
9	JAKARTA	14.3	JAKARTA	18.3	TOKYO/YOKOHAMA	20.7
10	RIO DE JANEIRO	14.2	RIO DE JANEIRO	16.5	MADRAS	20.3
11	SEOUL	13.7	MADRAS	15.9	KARACHI	20.2
12	CAIRO/GIZA/IMBABA	12.8	CAIRO/GIZA/IMBABA	15.9	RIO DE JANEIRO	19.9
13	MADRAS	12.3	DACCA	15.3	BANGKOK/THONBURI	19.8
14	GREATER BUENOS AIRES	12.2	KARACHI	15.2	NEW YORK/N.E.N.J.	19.8
15	LOS ANGELES/LONG BEA	12.1	SEOUL	14.8	CAIRO/GIZA/IMBABA	19.6
16	KARACHI	11.4	DELHI	14.5	LAGOS	19.6
17	DELHI	11.2	BANGKOK/THONBURI	13.9	NAIROBI	18.9
18	TEHERAN	11.0	TEHERAN	13.7	DELHI	18.8
19	BAGHDAD	11.0	BAGHDAD	13.5	TEHERAN	16.8
20	OSAKA/KOBE	10.9	MANILA	13.3	MANILA	16.6
21	ISTANBUL	10.9	ISTANBUL	13.0	BAGHDAD	16.4
22	MANILA	10.5	GREATER BUENOS AIRES	12.5	KINSHASA	16.0
23	PARIS	10.4	LOS ANGELES/LONG BEA	12.5	ISTANBUL	15.8
24	DACCA	10.2	LAGOS	12.1	SEOUL	15.7
25	BANGKOK/THONBURI	9.9	KINSHASA	11.5	ADO/EKITI (NIGERIA)	15.4

Source: United Nations, Department of International Economic and Social Affairs, Estimates and Projections of Urban, Rural, and City Populations, 1950-2025: The 1980 Assessment, ST/ESA/SER.R/45 (New York, 1982), Table 8.

C0200-1

INTERNATIONAL DEMOGRAPHICS™

Vol. 1, No. 7 October 1982



Carol Terizzi

Population Decline Troubles U.S.S.R.

For all their differences, the Soviet Union and the United States have at least one thing in common: In each country the pool of 18-year-old males is shrinking, causing headaches for the military.

In the Soviet Union, declining fertility rates mean that the country will have half a million fewer 18-year-old men by the end of the decade.

In a recently-released population bulletin from the Population Reference Bureau, *The Soviet Union: Population Trends and Dilemmas*, Georgetown University's Murray Feshbach outlines some of the problems the new demographics are causing for the U.S.S.R.

The Russians have a total fertility rate (the average number of births a woman will have in her lifetime, given current fertility rates) of about 2.1 births per woman—less than replacement level—while Soviet Muslims have a total fertility rate as high as 5.8 births per woman. The mortality rate for ethnic Russians is higher than for Soviet Muslims. The result is that the Russian share of the national population is expected to drop from the current 52 percent to about 47 percent by the year 2000, while Soviet Muslims will increase their share of the national population from 17 to 21 percent.

"The implications of this disparity for future labor supplies and military manpower," Feshbach writes, "must be of major concern for the Russians in the Kremlin. With the national fertility decline of the past decade and a half, annual additions to the population of working age will drop sharply during the 1980s and virtually all net increases will come from the high-fertility, non-Slavic regions. By 2000, one-third of all 18-year-old males available for the required two years of military service will come from the southern republics, compared to 18 percent in 1970 while the share of 18-year-old males in the Russian Republic drops from 56 to 44 percent."

Soviet population has shifted toward the cities during this century, but the differences in rural-urban trends among the republics present certain difficulties. People in the Muslim-dominated republics tend not to favor urban life. But their higher birth rates mean they will supply a large percentage of new

continued

Inside

West Germany: Coping with population decline 3

Mexico: Young, better-educated consumers mark its growth 4

International direct mail takes careful planning 8

Households: Sizes are shrinking worldwide 12

workers. The question is whether the new entrants to the work force will be willing to move to the cities where the jobs are.

In an effort to encourage higher fertility, Soviet leaders have announced some incentives.

State allowances for families with children, including single mothers, have been increased. Longer paid maternity leaves are being funded. Other proposals include more day care centers, more part-time work for women, more leave days for women, and improved housing conditions.

One demographic problem apparently ignored in the new population policies, according to Feshbach, is rising death rates.

"In its first four and a half decades, the Soviet Union recorded a remarkable drop in the death rate from 29.1 deaths per 1,000 population to a low of 6.9 in 1964. Since then, however, there has been an officially reported increase of over 50 percent to 10.3 in 1980," Feshbach says.

He says no one is sure exactly what is happening, but surmises that although doctors and hospital beds have increased, medical care still may be too poor or too unevenly distributed and used to cope with the medical problems that include shortages of medicine and medical equipment, and widespread alcoholism, especially among men.

The bulletin is available for $3 from Population Reference Bureau, 1337 Connecticut Ave., N.W., Washington, DC 20036. •

Around The World

In Japan, Food Before Education

Food is a top priority with Japanese women, according to a recent study of 1,000 women in the Tokyo area by the Japan Food Industry Center.

Of those surveyed, 77 percent said they wanted to maintain their current level of spending for food even if budgets tightened. Some 70 percent said they hoped to maintain spending on their children's education, and 68 percent said they would like to keep spending at the current level for travel.

Just over half said they believe traditional Japanese eating habits suit them best.

Source: *Asian Wall Street Journal Weekly*, Aug. 15, 1982. 22 Cortlandt Street, New York, NY 10017,© by Dow Jones & Co., Inc. $96/year.

Asia's Future: Urbanized, Elderly

The high birth rates of the past will affect Asia by the end of this century as the young seek employment, rural to urban migration increases, and the population now in middle age reaches retirement.

Demographer Corazon Meija-Raymundo of the University of Philippines Population Institute says that Asia's young population—37 percent are now under age 15—will create unusual growth in the labor force for at least the next 15 years. If Asia is successful in reducing its annual growth rate from 2.3 percent to 1.8 percent, the present educational system can absorb future needs.

Meija-Raymundo says that Asians will continue to migrate from rural to urban areas as they seek employment opportunities and respond to government policies that encourage city development. She warns, however, that the growth in urban areas may simply mean a transfer of poverty from the country to the city without improving social or economic development.

Today's middle-aged group will reach retirement by the end of this century and the large group of elderly will require attention by Asian nations, Meija-Raymundo says.

Source: *Popline*, Population Action Council, July, 1982, 110 Maryland Avenue, N.E., Washington, DC 20002. $25 a year; free to Council members.

Danish Posslq's

Despite an increase in divorces and a decline in marriages, the number of stable unions in Denmark is increasing.

The rise in women's earning power during the 1970s made legal marriage less important as a means of security for support of a woman and her children, according to researcher Poul Matthiessen. This, combined with increased levels of education and availability of contraception methods and abortions, relieved the necessity of marriage.

In 1978, 13 percent of all couples in Denmark—about 185,000—lived together without being married. Twenty-three percent of all unmarried Danes over 16 in 1978 lived in consensual unions—6 percent of the widowed, 28 percent of the never-married, and 25 percent of the divorced.

Matthiessen predicts that the number of men and women living together without marriage will increase, and that not all will eventually marry.

These trends mean that vital statistics such as marriage rates will no longer represent the rate of family formation. Further, since most "illegitimate" children in Denmark are born to two-parent households, the term may lose its meaning.

Source: *Family Planning Perspectives*, May/June 1982, The Alan Guttmacher Institute, 360 Park Avenue South, New York, New York 10010. $18.50/6 issues. •

INTERNATIONAL DEMOGRAPHICS

Publisher: Peter Francese
Executive Editor: Bryant Robey
Editor: Doris Walsh
Research Director: Cheryl Russell
Art Director: Carol Terrizzi

International Demographics (ISSN 0731-5414) is published monthly by American Demographics, Inc., P.O. Box 68, Ithaca, N.Y. 14850. Telephone (607)273-6343. © 1982 by American Demographics, Inc. All rights reserved. Subscription rate: $148 a year.

Beyond the Demographic Transition: The Case of West Germany

A landmark event occurred in West Germany in 1975, a country which has long since completed the process referred to as the "demographic transition."*

As the birth rate fell below the death rate, the population of Germany began to decline. While West Germany is not the first country ever to experience a decrease in population, it is the first example of population decline caused solely by very low fertility. Previous declines in population have been due to catastrophic events such as the Black Death in Medieval Europe, famine in Ireland, or to political upheavals, most recently in Cambodia. But the decline of population in West Germany is strictly due to the interaction of its birth and death rates.

West Germany is not alone as a country with a very low birth rate and negative population growth. Nearly all developed countries have a total fertility rate (TFR) below the "replacement level" required for natural replacement of the population.** (The TFR is the average number of children a woman will have during her lifetime given current fertility rates). Each couple must, of course, average about two children if the population size of a given country is to be maintained in the long run. Few developed countries are doing that. This situation creates some interesting questions for the future.

According to the theory of the demographic transition, a country's birth and death rates undergo a predictable change as the country evolves from an agricultural, preindustrial society to a modern, industrialized state. Improving health conditions initially cause the death rate to fall, while the birth rate remains at a relatively high level. During this period, population growth accelerates. Eventually, the practice of family size limitation causes the birth rate to fall as well, so that population growth slows. All developed countries essentially have completed this process.

**"Replacement level fertility" is actually slightly higher than exactly two children per woman. Because not all women will live through their childbearing years (14-49) women who do survive their fertile years must compensate for those who do not by averaging a bit more than two children. In developed countries with low mortality, a replacement level total fertility rate is about 2.1 or a little less; in developing countries with high mortality, it can be as high as 2.3 or 2.4.*

Population and the German Future

When long-range country and world population projections are made, they often are done with the idea of projecting what population size might be when growth stops and the populations stabilize. In order for zero growth to be attained, a country's birth rate must drop (or rise) to the replacement level of about two children per woman. This will cause the population to eventually level off at some point. On a global level, it is possible for this to happen approximately, with some countries' populations declining and some increasing. But at the country level, more dramatic changes could be taking place.

In West Germany, fertility has been low for decades. The postwar TFR of 2.1 rose only slowly, peaking in 1964 at 2.5 in a subdued version of the baby boom. The TFR fell to 1.4 by 1978-79 and rose to 1.5 in 1980. What effect would the continuance of this low level of fertility have on the future population of West Germany?

Assuming a constant TFR of 1.5, population decreases at first only slowly but then at a more rapid pace. By the year 2050, Germany's present 62 million will have dropped below 40 million and, to carry the projection into the far future, will sink to about 250,000 by the year 2500. Such long-range projections, of course, are simply a mathematical exercise based upon a number of "what ifs." While it may be unreasonable to project the virtual disappearance of the German population, what would be the country's response to this possibility?

The Alternatives

Should the decline of population begin to accelerate, it would probably become an important national issue. The German government in fact, is already concerned about the current decline and would like to see the birth rate rise. Some pronatalist measures such as monthly child allowances and paid maternity leave are in effect, but as a part of family and social service programs, not population policy per se.

Germans will most likely be confronted with appeals to avoid the chronic decrease in numbers—for example such pronatalist measures as a cash bonus for each child, salary supplements, preferential pensions, or any combination of similar incentives. Time would be needed to gauge the effectiveness of such policies and to see whether or not their effects would be long-term. But assume that such measures are adopted and meet with success some time after the turn of the century. What would be the likely course of events?

continued on p. 11

Country Profile

United Mexican States

The typical United States citizen holds one of three views of Mexico: a pleasant sunny vacationland, the source of illegal immigrants, or the destination of U.S. companies that want to find cheap labor.

But more important than any of these stereotypes is Mexico's status as a U.S. trading partner. In 1981, the U.S. exported $17.8 billion dollars worth of goods to Mexico, making it our third largest trading partner after Canada and Japan. The U.S. enjoyed a $4 billion trade surplus with Mexico, according to the Commerce Department.

Even with new trade restrictions and a devaluation of the peso, Mexico is expected to remain among the top three trading partners of the United States.

There are, of course, at least two reasons why Mexico is so high on that list: its shared border with the United States and its large and growing population.

The 1980 Mexican census counted 67.4 million people. The U.S. Census Bureau adjusted those figures for undercounts by age and sex and placed the 1980 population at 70 million, an increase of 18 million over the adjusted count for 1970, a gain of 35 percent.

The current average annual rate of growth is estimated at 2.6 percent. At that rate, the population will double in only 27 years. However, Mexico has turned the corner on high birth rates, which have declined significantly since 1970. Higher levels of urbanization, education, and economic growth have contributed to the decline.

Based on an anticipated lower growth rate, Mexico's population is projected to reach 90 million by 1990, 113 million by 2000, and 133 million by 2010. These projections are based on a growth rate declining to 2.4 percent by 1990 and 1.8 percent by 2000.

Mexico's population pressures have been relieved by immigration to the United States. The most recent studies show that between 240,000 and 346,000 legal, documented Mexicans lived in the U.S. between 1970 and 1975. Estimates of undocumented Mexicans living in the United States in that five year period range from 400,000 to 1.2 million. These figures are rough because many migrants come and go on a seasonal or daily basis. The average net increase in undocumented Mexicans in the U.S. ranges from 82,000 to 232,000 per year.

The U.S. Census Bureau reports that in 1979 62,000 Mexicans migrated legally to the United States and Canada. More men than women migrated in 1979, and the single largest proportion were between the ages of 20 and 24. As with other countries where there has been significant migration to find work, men leave their families temporarily to find jobs with the intention of returning to Mexico once they have saved some money. A nationwide study of migrants in Mexico concluded that most migrants leave jobs there to find better paying jobs in the U.S. It is the skilled and semi-skilled Mexicans who are most likely to seek jobs here.

On the other hand, at least 250,000 North Americans live in Mexico. Those involved in business are concentrated in the Mexico City area, and there are substantial numbers of retirees in Guadalajara, Cuernavaca, Taxco, and San Miguel de Allende. Puerto Vallarta, on the Pacific Coast has become so popular for retired U.S. residents that one neighborhood is referred to locally as "gringo gulch."

Growing Population

Even with emigration, Mexico's population has grown rapidly. One reason is that its population is young.

Fifty-six percent of Mexicans were under age 20 in 1980, compared with 32 percent of U.S. residents. Such a young population also explains the astounding demand for everything from children's clothing

Source: U.S. Census Bureau
Cities of 500,000+ (1980)